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July 14, 2009

VIA HAND DELIVERY

Ms. Cheryl J. King  
Deputy Chief, Disability Rights Office  
Federal Communications Commission  
445 Twelfth Street, SW  
Washington, DC 20554

RECEIVED - FCC

JUL 14 2009

Federal Communications Commission  
Bureau / Office

Re: KOMU-TV Response to Ms. Atkinson

Dear Ms. King:

As you may know, Ms. Nancy Atkinson sent a letter, dated July 6, 2009, to the FCC regarding KOMU-TV's anticipated cancellation of a local program, Pepper and Friends. Attached is KOMU-TV's response.

Please direct any communications regarding this matter to the undersigned.

Respectfully submitted,

Christine Reilly

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Coverage You Can Count On

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July 10, 2009

Mrs. Nancy Atkinson  
5903 East Highway HH  
Columbia, MO 65202

Dear Mrs. Atkinson,

As a follow-up to your letter to the FCC dated July 6, 2009 and our recent meeting on June 26, 2009, I would like to further address your concerns.

In our conversation and your subsequent letter, you object to the cancellation of KOMU's long-running talk/variety show "Pepper and Friends." In your complaint, you question KOMU's commitment to serve our mid-Missouri area in accordance with our FCC license.

Let me start by saying that we are very proud of the history of "Pepper and Friends." As we discussed, however, the show will conclude this coming September 18. In our conversation, we discussed that due to production costs, the show has not been able to sustain itself during the past 10 years. KOMU no longer has the resources to continue to underwrite the program.

As our viewers know, KOMU actively pursues a broad-based community service initiative, of which "Pepper and Friends" is one of many components. I want you to know that the cancellation of the show does not diminish KOMU's commitment to serve the public interest. And, I have good news for you regarding the coverage of local issues and events. We will continue a number of elements of the show in our other locally originated programming.

For instance, you may recall that we expanded our morning news program by one hour last summer. Beginning early this fall, we will begin a "KOMU Cares" segment within our morning programming that will include issues and events that have been regularly covered during the talk segments of "Pepper and Friends." We will also introduce a similar segment in our 5 P.M. newscast. Given the higher viewing levels at these time periods, we believe that our community will benefit from this increased exposure.

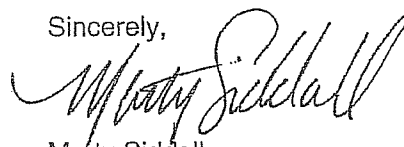
In this regard, our community service commitment expands rather than contracts.

As background, since sign-on in 1953, KOMU has consistently pursued and achieved the highest standard of community service, with numerous recognitions for those efforts. In addition to offering more hours of local news programming to cover local issues and events of importance to our viewing audience, we have regularly maintained a full calendar of public service support for various charitable organizations and civic events. Some of the sustaining causes include The Jerry Lewis Labor Day Telethon benefiting MDA, Checkout Hunger benefiting the Central Missouri Food Bank, Heart of Missouri United Way, and various events benefiting Ronald McDonald House Charities and the American Heart Association. KOMU also partnered with the Central Missouri Honor Flight Program, allowing WW II veterans to travel to Washington DC to see their new memorial at no cost.

About nine years ago, KOMU adopted the "KOMU Cares" banner. In doing so, we established the "KOMU Caring Companies" of mid-Missouri. Through these sponsored partnerships, we have been able to further expand our community service message and provide additional focus to issues such as "Celebrate Smart" for high school graduates, the services provided by local United Way agencies, and the celebration of diversity during Black History Month. The platform for these messages has grown over the years to include KOMU.com as well as mid-Missouri's CW – our multicast channel.

We all regret that many things change over time, and I can assure you that none of us welcomes this recessionary economy and the really difficult decisions that it forces us to make. I can, however, assure you that KOMU's commitment to continue operating in the public interest by serving our viewers remains focused, dedicated and vibrant.

Sincerely,



Marty Siddall  
General Manager  
KOMU 8 and Mid Missouri's CW

Cc Federal Communications Commission  
MU Chancellor Brady Deaton  
Vice Chancellor of Administrative Services Jacquelyn Jones  
Mr. Paul Pepper  
Mr. James Mouser